In the Claims

1. (Currently amended) A computer-implemented method of inferring identifying characteristics associated with a particular person, the method comprising the steps of:

storing on a computer transaction information associated with a plurality of different persons;

collecting product information from RFID-tagged items carried on a particular person, said product information comprising non-unique identification information;

correlating, using said computer, the product information with the transaction information; and

inferring identifying characteristics associated with the particular person based on results of the correlating step.

2. (Currently amended) The method of claim 1, wherein the identifying step infers ~~identifies~~ demographics of the particular person based on the results of the correlating step.

3. (Currently amended) The method of claim 1, wherein the identifying step infers ~~identifies~~ the exact identity of the particular person based on the results of the correlating step.

4. (Currently amended) The method of claim 1, further comprising:

tracking the particular person as the particular person roams through roaming areas using the inferred identifying ~~identified~~ characteristics and the product information associated with the

particular person.

5. (Original) The method of claim 4, further comprising:

providing targeted advertising using information obtained from said tracking step.

6. (Currently amended) The method of claim 1, wherein the product information includes ~~at least one of the following: a~~ an SKU number associated with a product ~~and a unique serial number identifying the product~~.

7. (Original) The method of claim 1, wherein the RFID-tagged items include RFID tags incorporated therein and carrying the product information.

8. (Currently amended) A computer-implemented method of inferring the identity of ~~tracking~~ a person based on RFID-tagged items carried on the person, the method comprising the steps of:

collecting RFID tag information from the RFID-tagged items carried on the person and storing said collected RFID tag information on a computer, said RFID tag information comprising non-unique identification information;

associating movements of the person with ~~based on~~ the collected RFID tag information as the person roams through roaming areas using said computer; and

inferring the identity of ~~tracking~~ the person in the roaming areas based on results from the

associating step, using said computer.

9. (Original) The method of claim 8, wherein, in the associating step, the person is associated with the collected RFID tag information without using any information about the exact identity or purchase records of the person.

10. (Original) The method of claim 1, wherein the RFID-tagged items include RFID tags incorporated in the RFID-tagged items, said RFID tags carrying product information.

11. (Currently amended) A computer-implemented system for inferring identifying characteristics associated with a particular person, the system comprising:

a storage unit for storing transaction information associated with a plurality of different persons;

at least one RFID tag scanner for collecting product information from RFID-tagged items carried on a particular person, said product information comprising non-unique identification information; and

a correlation module, operatively coupled to the storing unit and the RFID tag scanner, for correlating the product information with the transaction information, and inferring identifying characteristics associated with the particular person based on the correlation results.

12. (Currently amended) The system of claim 11, wherein the correlation module infers

~~identifies~~ demographics of the particular person based on the correlation results.

13. (Currently amended) The system of claim 11, wherein the correlation module infers ~~identifies~~ the exact identity of the particular person based on the correlation results.

14. (Currently amended) The system of claim 11, wherein the correlation module includes a tracking unit for tracking the particular person as the particular person roams through roaming areas using the inferred identifying ~~identified~~ characteristics and the product information associated with the particular person.

15. (Currently amended) The system of claim 11, wherein the product information includes ~~at least one of the following: a~~ an SKU number associated with a product ~~and a unique serial number identifying the product~~.

16. (Original) The system of claim 11, wherein the RFID-tagged items include RFID tags incorporated therein and carrying the product information.

17. (Currently amended) A system for inferring the identity of ~~tracking~~ a person based on RFID-tagged items carried on the person, the system comprising:

at least one RFID tag scanner for collecting RFID tag information from the RFID-tagged items carried on the person, said RFID tag information comprising non-unique identification

information; and

a tracking unit, coupled to the RFID tag scanner, for associating movements of the person with ~~based on~~ the collected RFID tag information as the person roams through roaming areas, and inferring the identity of ~~tracking~~ the person in the roaming areas based on the association results.

18. (Original) The system of claim 17, wherein the tracking unit associates the person with the collected RFID tag information without any information about the exact identity or purchase records of the person.

19. (Currently amended) A computer program product embodied on computer readable media readable by a computing device, for inferring identifying characteristics associated with a particular person, the computer program product comprising computer executable instructions for:

storing transaction information in associated with a plurality of different persons;

collecting product information from RFID-tagged items carried on a particular person, said product information comprising non-unique identification information;

correlating the product information with the transaction information; and

inferring identifying characteristics associated with the particular person based on results of the correlation.

20. (Currently amended) The computer program product of claim 19, wherein the computer executable instructions infers ~~identify~~ demographics of the particular person based on the results of the correlation.

21. (Currently amended) The computer program product of claim 19, wherein the computer executable instructions infer ~~identify~~ the exact identity ~~identify~~ of the particular person based on the results of the correlation.

22. (Currently amended) The computer program product of claim 19, further comprising computer executable instructions for tracking the particular person as the particular person roams through roaming areas using the inferred identifying ~~identified~~ characteristics and the product information associated with the particular person.

23. (Currently amended) The computer program product of claim 19, wherein the product information includes ~~at least one of the following: a~~ an SKU number associated with a product ~~and a unique serial number identifying the product~~.

24. (Original) The computer program product of claim 19, wherein the RFID-tagged items include RFID tags incorporated therein and carrying the product information.

25. (Currently amended) A computer program product embodied on computer readable

media readable by a computing device, for inferring the identity of ~~tracking~~ a person based on RFID-tagged items carried on the person, the computer program product comprising computer executable instructions for:

collecting RFID tag information from the RFID-tagged items carried on the person, said RFID tag information comprising non-unique identification information;

associating movements of the person with ~~based on~~ the collected RFID tag information as the person roams through roaming areas; and

inferring the identity of ~~tracking~~ the person in the roaming areas based on the associating results.

26. (Original) The computer program product of claim 25, wherein the person is associated with the collected RFID tag information without any information about the exact identity or purchase records of the person.

27. (Original) The computer program product of claim 19, wherein the RFID-tagged items include RFID tags incorporated in the RFID-tagged items, said RFID tags carrying product information.